

# Substance Abuse Prevention

## Environmental Prevention Needs Assessment Workbook SFY2014



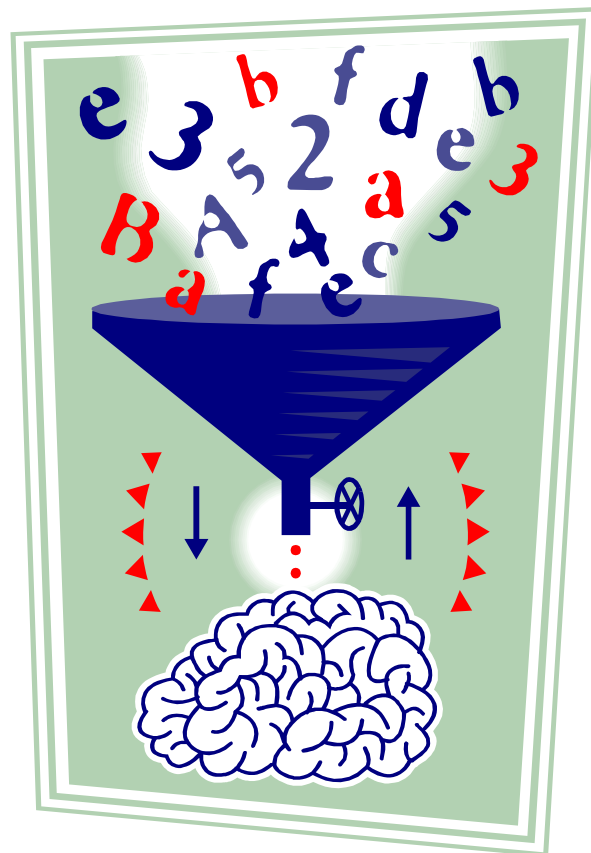
## Part 3 Analysis & Recommendations

Version 1  
August 2013

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# Problems



**Task One:**  
**Explore Consequence and Consumption Data in Your Community**  
**in Order to Identify What Problems are of Greatest Concern**

## CONSEQUENCES – PART 3

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Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

### Motor Vehicle Crashes

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One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

#### **QUESTION 1 Motor Vehicle Crashes**

Based on Tables 2 through 4 and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

According to Table 2, the Petroleum County Data shows it has a bigger problem with DUI crashes with injuries than Montana does. In 2008 through 2012, the state average was consistently lower when compared to Petroleum County. While the state saw an overall decrease in alcohol related crashes from 2008 to 2012, Petroleum County saw an increase. The average over five years was 373.13 crashes per 100,000 for Petroleum County and only 119.96 per 100,000.

In Table 3, the data shows from 2008 to 2012, the average of Petroleum County's alcohol related crashes with fatalities was **ten times** the state average. This is substantial and can most likely be contributed to extreme rural setting of Petroleum County and the many miles of highways connecting the county.

Petroleum County had zero crashes involving American Indians from 2008 to 2011.

## **Underage Drinking and Driving**

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### **QUESTION 2 Underage Drinking and Driving**

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The problem is about the same, with Petroleum county data slightly higher. In 2008, Petroleum students were right at the state average for all grades. In 2010, Petroleum County saw a decrease in 10<sup>th</sup> and 12<sup>th</sup> graders drinking and driving, falling below the state average by 1-3%. In 2012, most significantly was the rise in 8<sup>th</sup> graders in Petroleum County more than double the rate of Montana. It is also important to note that both county and state data for 10<sup>th</sup> and 12<sup>th</sup> graders dropped from 2008 to 2010.

In Montana, Native American teens are more likely to drive while drinking than Montana teens as a whole, but there has been a decrease in the amount of Native American students and Montana students drinking and driving from 2007 to 2013. The data also shows that Native Americans are not partial to drinking and driving on either the reservation or in urban areas.

## **High School Students Riding in Car Driving by Someone Who Has Been Drinking**

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### **QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking**

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 8, the trending averages from 2008 to 2012 in Petroleum County is higher than the state average. Students who ride in a car with a driver who has been drinking is a bigger problem in Petroleum County. The data shows an overall increase in Petroleum students riding in a car with a drunk driver. In 2008, the percentage of 12th graders was 31.7%. That increases to 37.6% in 2010 and finally to 66.7% in 2012. Montana saw an overall decrease.

Montana is below the average of Native American teens riding in a car driven by someone who has been drinking. The data shows that over 4 years, there was only a decrease of 4% in Montana compared to 7.5% for urban areas and 10% on reservations. This could be due to the population and overall rural nature of the state. Montana averages are always below the native American averages, but they are decreasing at a faster rate.

## **Final Consequence Question**

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**QUESTION 4**

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Overall, Petroleum County has seen increases in most areas. The county is failing to see an improvement in their data. The number of DUI Crashes with injuries and fatalities has increased since 2008. We know that more students are riding in cars with drivers who have been drinking. There is a direct correlation between these statistics.

**CONSUMPTION – PART 3**

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This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by

someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus for the SPF SIG will be binge drinking.

## **Underage Binge Drinking**

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### **QUESTION 5 Underage Binge Drinking**

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Binge drinking in Petroleum County is reportedly about the same as it is in Montana, but where Montana saw an overall decrease, Petroleum County saw an increase in binge drinking. In 2008, for all races in Petroleum County, the average percentage was 23.0 for all grades and 24.5 for Montana. This climbs to 25% in 2012 but decreases for the state to 21.2%. It is worthy to note that 66.7% of 12<sup>th</sup> graders reported binge drinking in Petroleum County in 2012, which is double the state rate.

Table 12 depicts that while there is no state data on American Indians binge drinking, Petroleum County itself saw an average rate of binge drinking go from 55.6% in 2008 down to 50% in 2010.

American Indians in Montana also have higher rates of Binge Drinking in both urban areas and on reservations than the state averages

## **Adult Binge Drinking**

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### **QUESTION 6 Adult Binge Drinking**

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently there isn't any Petroleum County Specific Data on Binge Drinking for Adults. However the BFRSS data has shown that each region of the state is pretty equal to overall state data. It is important to note, is that while Petroleum County has also seen increases in all other areas, Adult Binge Drinking is not exempt. It went from 17.7% in 2008 to 21.8% in 2012, with it increasing every year. This is important to note in future prevention efforts. There is a direct correlation between the DUI Crashes with injuries and fatalities and the state binge drinking rates.

## **Underage Drinking (30 Day Use for Alcohol)**

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**QUESTION 7 Underage Drinking** Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Petroleum County's underage drinking problem seems to be about the same as the overall state in 2008 and 2010, but there is a definite increase in 2012. This would be characterized as a bigger problem. In 2008, the data was extremely similar with underage drinking rates for Petroleum County being 20%, 38.5% and 56.4%. The state's data for the same age groups was 21%, 41.2%, and 53.1%. The similar rates continue on in 2010 with the averages for each being Petroleum- 36.9%, Montana-35%. In 2012 we see a jump in Petroleum County to 40.7%. Montana only saw an increase of 0.1%. Still, it is reported that approximately 66.7% of high school seniors in Petroleum County have used alcohol within 30 days.

In Montana, Native Americans are more likely to drink on the reservations and in urban areas than the average of all Montanans. There was a decrease in 30 day alcohol use from 2007 to 2013 for both Native Americans and Montanans.

## **Prescription Drug Abuse by Youth (30 Day Use)**

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### **QUESTION 8 Prescription Drug Abuse**

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

The prescription drug problem in Petroleum County is similar to that of Montana. In 2010, 4.6% of Petroleum County students used prescription drugs while only 4.0% of Montana teens did. Both Montana and Petroleum County saw a decrease in use, with 3.7% of Petroleum teens using in 2012 and 3.5% of Montana teens.

## **Final Consumption Question**

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### **QUESTION 9**

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Petroleum County does not have statistics on its side. The data speaks for itself. There are consistent increases in alcohol abuse, binge drinking and DUI statistics. All these factors are working to negatively impact Petroleum County.



## **RISK FACTORS - PART 3**

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### **Perception of Parental Disapproval/Attitude**

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#### **QUESTION 10 Parental Attitudes and Disapproval**

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 23, Petroleum County's problem is bigger than that of Montana's. Looking at the data for 2008, Petroleum County had the exact same data as Montana data, in that only 80.3% of students thought their parents perceived Alcohol/ Drug use negatively. In 2010 and 2010, Petroleum student data was at 73.5% and 67.6%. Compared to the Montana data of 81.8% for both years. While Montana trended to more positive numbers, the numbers for Petroleum County decreased significantly, negatively impacting the county.

### **Perception of Peer Disapproval/Attitude**

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#### **QUESTION 11 Peer Attitudes and Disapproval**

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Table 24, it shows that Petroleum County has a smaller problem when it comes to peer disapproval of use. Petroleum County trended a higher disapproval of use among peers, going from 65.5% in 2008 to 83.3% in 2012. Montana's numbers for the same data were 55.8% and 66.7%.

### **Perceived Risk/Harm of Use**

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#### **QUESTION 12 Perceived Risk/Harm of Use**

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Petroleum County has about the same of a problem than the state overall in Perceived Risk/Harm. The numbers are worse for Petroleum County in 2008 but climb nicely to be even with the state in 2012.

When looking at Percentage of students who believe it is cool to drink alcohol regularly, Petroleum County and Montana were about the same every year by all ages.

In Table 28, trending data for Petroleum County shows fewer students perceive risk of having 1-2 alcoholic beverages every day in 2012 than they did in 2008, while Montana had more positive data, showing an increase of 3% over the four years.

Table 29 also shows that from 2008 to 2012, fewer students in Petroleum County perceived the harm of binge drinking every weekend. In 2008, 74.2% perceived harm while only 60.2% did in 2012. It would have been better to see this number go up, as it did for the state average

Table 30 shows us that fewer students in Petroleum County feel that their neighbors think it is wrong for students to drink alcohol than other Montana students. This was consistent for all years for all grades. The overall trend did not have positive results. The trend should have had a higher percentage of students perceiving their neighbors think it is wrong for students to drink. This also shows that kids believe that their neighbors find students drinking more socially acceptable.

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### **Family Communication around Alcohol/Drug Use**

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#### **QUESTION 13 Family Communications around Alcohol/Drug Use**

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Looking at the trending data from 2008 to 2012, we see positive results for Petroleum County. It shows that Petroleum County has a smaller problem centered on family communication with drugs and alcohol abuse. Initially, only 40% of Petroleum students talked to their parents in 2008. That rose to 58.3% on 2010 and 71.3% in 2012. The state did not see as big an increase, showing percentages of 62.1, 59.8, and 61.0. This was an overall decrease in family communication for the state.

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### **Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.**

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#### **QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.**

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare

to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Petroleum County, there are considerably less students who believe alcohol causes any financial, legal, or emotional problems. This equates to a bigger problem. The mindset that alcohol doesn't contribute to any problems only adds to it becoming more socially acceptable.

### **Final Risk Factors Question**

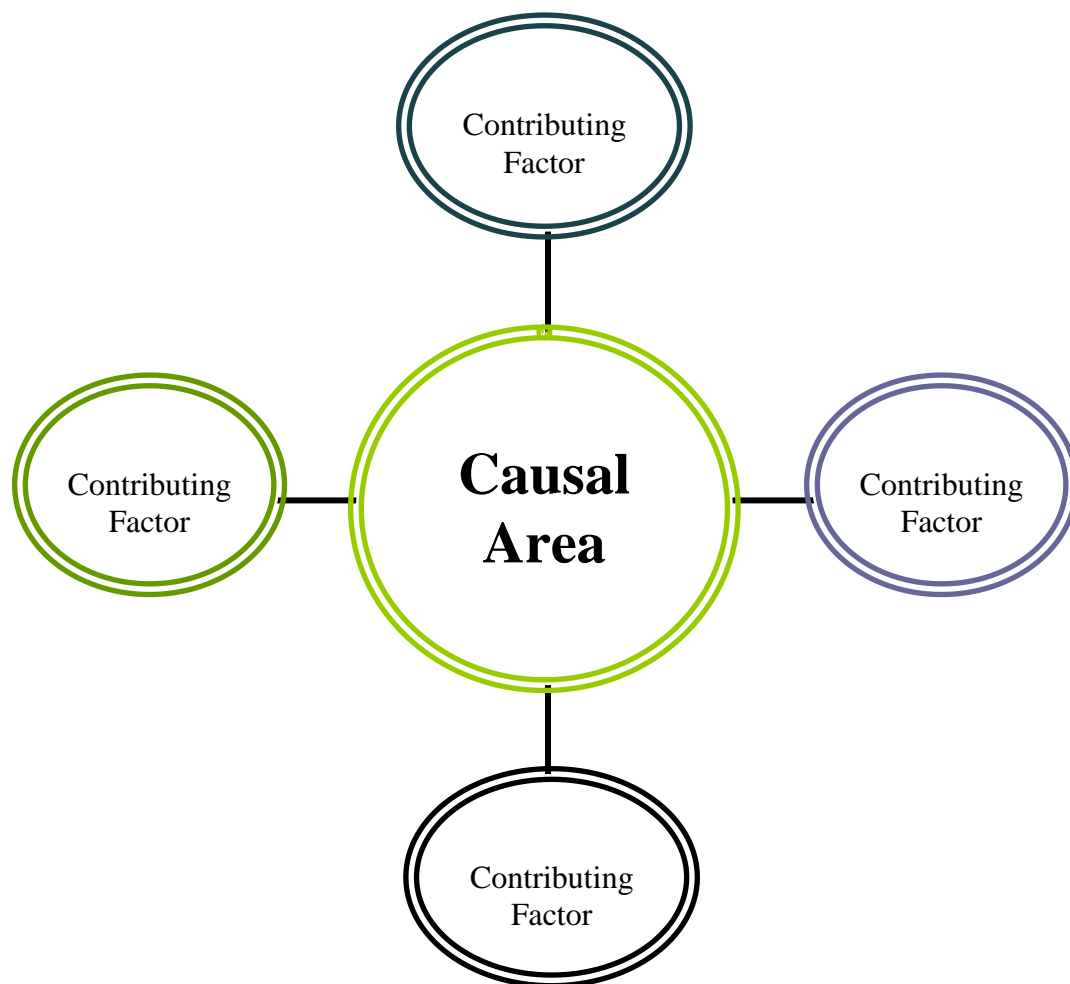
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#### **QUESTION 15**

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

Petroleum County, while having some environmental prevention measures in place, is still at high risk for drug and alcohol use. While students are talking to their parents about drug and alcohol use, county teens seem to feel that it is not that risky to drink 1-2 drinks per day and 5 drinks on a weekend. It seems that it's just as socially acceptable. Fortunately, we are seeing kids notice that their peers are not as accepting of alcohol or drug use.

# Causal Areas



**Task Two:**  
**Gather Data on Four Causal Areas**

## RETAIL AVAILABILITY – PART 3

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### Compliance Checks

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The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

#### **QUESTION 16 Compliance Checks**

Based on Workbook Part 2 (Local Data) - Table 2-3 does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

Compliance checks were completed in 2011. It resulted in a 100% compliant.

#### **QUESTION 17 Compliance Checks**

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please the rationale for your response.

There have only been the compliance checks done in 2011. There have been none since then. Although the checks resulted in 100% compliance, only four compliance checks were done. There are only two liquor licenses in Petroleum County so they were possibly done twice. If there are only two establishments that sell alcohol and there was 100% compliance, retail availability is not a high contributor to alcohol related problems.

## **Alcohol Seller/Server Training**

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### **QUESTION 18 Alcohol Merchant Retail Sales Training**

Discuss the trends shown in Workbook Part 2 (Local Data) - Table 2-4. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Since 2009, Petroleum County's "Lets Control It" classes have grown in number, but not in size. While this may be due to the passing of the state law making it mandatory to be trained as a server, the increase is still quite positive. In 2009, there was 1 training with 11 servers trained. In 2012, there were 2 trainings with 9 people trained. This does not include other approved trainings such as online or TIPS. So, while there is not an exact number of servers trained, these numbers are positive

### **QUESTION 19 Alcohol Merchant Retail Sales Training**

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Trainings are held once a year. This is probably all that is needed for two retail establishments. This is most likely not contributing to the county's alcohol problems.

## **Retail Availability Questions**

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### **QUESTION 20**

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail-availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

After looking over all the data it is possible the over-service is an issue that is contributing to the alcohol related crimes in Petroleum County. Statistics show binge drinking among adults in on the rise. Without compliance checks and regular law enforcement inspections, servers are more apt to over serve their patrons.

#### QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

This is a 2 because retail availability is not contributing to alcohol related problems related to youth. There are only 2 retail establishments and the last compliance check yielded a 100% compliance rate. However, compliance checks do not often check for over-service. Over-service may be an issue at these two establishments.

## **CRIMINAL JUSTICE – PART 3**

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### **QUESTION 22 Conviction Rates**

Based on Table 2-5, discuss the impact the conviction rate may be having on your community.

According to the Justice Court Clerk, there were no citations issued for DUI, Multiple DUI, MIP, or multiple MIP.

### **QUESTION 23**

Based on Workbook Part 2 Table 2-6, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

Reporting no citations, this cannot be accurately answered at this time.



## Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

### QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Not enough information to accurately complete this section at this time.

### QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Not enough information to accurately complete this section at this

## Use of Local Ordinances

### QUESTION 26 Use of Local Ordinances

Based on Workbook Part 2 (Local Data) - Table 2-7, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

There are no local ordinances in Petroleum County related to alcohol abuse.

#### **QUESTION 27 Use of Local Ordinances**

Are there ordinances which do not exist in your community but which may be especially effective in addressing your binge drinking or drinking and driving in your community? If so, which ones, and why?

Every city and county could benefit from a social host ordinance and open container laws. This would discourage underage drinking parties and public intoxication.

#### **Other Local Data: Criminal Justice**

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

#### **Criminal Justice Questions**

#### **QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be

contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

Local DUI Crash Statistics show Petroleum County much higher than the state average. This data combined with student data teaches us that there is an alcohol problem in Petroleum County. If there were two alcohol related crashes that resulted in injuries in 2012, how can there be no citations on file in Justice Court? Why aren't law enforcement writing these citations?

#### QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

**9,** Because Law Enforcement is currently not doing enough to combat alcohol related issues. While law enforcement have completed compliance checks in the past, they have not completed them in the past two years and Petroleum Justice Court data shows that zero MIP or DUI citations were issued in 2012. MPNA data also depicts that only 14.4% of students in Petroleum County thought they would be caught by the Police if drinking alcohol. The combination of this data shows that there are no students being caught by police and very few students feel that they would get caught.

## **SOCIAL AVAILABILITY – PART 3**

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Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

### **QUESTION 30 Prevention Needs Assessment**

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In Petroleum County, more students believe they would get caught by their parents than the police. Compared to state averages, about the same amount of students in Petroleum County thought they would get caught by their parents as the state average. There was an overall decrease in the amount of students who felt like they would be caught by their parents or police from 2008 to 2012.

## **Social Availability Questions**

### **QUESTION 31**

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

The data shows that retail availability is not a problem and if 100% of high school seniors know where to get alcohol. This correlates to they are getting it somewhere else. This can be either from friends or family. If kids are drinking at parties or are given alcohol by a parent, this reflects on the alcohol culture of the county. Social Availability is most likely a component of the County's alcohol problems.

### QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	7	8	9	10	

7, Social Availability is most likely a huge contributor to binge drinking and drinking and driving in Petroleum County. One hundred percent of Petroleum county high school seniors thought it would be easy to get alcohol, a 20% increase from 2010. These rates are higher than the Montana average. We also know that only 45% of students in 2012 thought they would be caught by their parents if drinking, which is much lower than the state average

## PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

### Advertising

### QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

For the county of its size, Petroleum County ranks second in the state for bars per capita. There really aren't a lot of advertisements for alcohol. Sixteen percent of buildings advertise alcohol, but statistically that come out to two buildings out of 16 buildings. While the County does have a population just over 500, it is not uncommon to find two bars in one town.

#### **QUESTION 34 Advertising**

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There are quite a few advertisements for alcohol or in print media. The majority of these ads are for sales on liquor and for bar advertising. Overall, for its size and population, it doesn't seem to be as big of an issue as other counties. There are however, a lot of alcohol advertisements in the newspaper. These advertisements are indicative of the alcohol culture in Petroleum County.

#### **QUESTION 35 Alcohol-Related News Articles**

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There was only one alcohol related news article in the Winnett Newspaper. This is small in proportion to the amount of alcohol advertisements. Again, these statistics are negatively impacting efforts to lessen the amount of drinking and driving and binge drinking.

## Promotion Questions

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### QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Community Events in Winnett are often sponsored by the taverns. These events often draw many people to binge drink and then home. The promotion of such events adds to the socially acceptable culture in Petroleum County. Data has proved that advertising works, therefore it is successful in marketing to youth and marketing to adults who attend these events to drink.

### QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

6. When looking at all the other causal areas and how they work with or against one another, the data shows that in Petroleum County, social availability is a huge issue at community events such as rodeos and brandings. Although these events are often promoted by word of mouth, there is a certain culture about them. Whenever bars are sponsors of events, it is a given there will be alcohol there. This plays into the mentality that in Montana, alcohol goes with every activity. This is the social norm we are wanting to change.

## SCHOOL POLICIES – PART 3

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### QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

In Petroleum County, the school counselor feels that “you aren’t really going to change the culture of alcohol but you can hopefully change the kids”. There are school policies against drinking but most of these only refers to “training rules” for athletes and those involved in extracurricular activities. These are not always enforced. If there is such a lax attitude about school policies, this may correlate to the high number of alcohol related statistics.

### QUESTION 39

Based on these considerations, to what degree do you believe your school district’s policies and programs in your community are impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

4. Small schools and Montana often face difficulties in promoting ATOD education and creating policies that encourage youth to be drug and alcohol free. There are certain training rules in county schools, but unless these policies are enforced, it adds to alcohol being so socially acceptable.



### MEDICAL FIELD INFORMATION – PART 3

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#### QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

There are currently no medical interviews done to accurately answer this question. There are no medical facilities in Petroleum County,

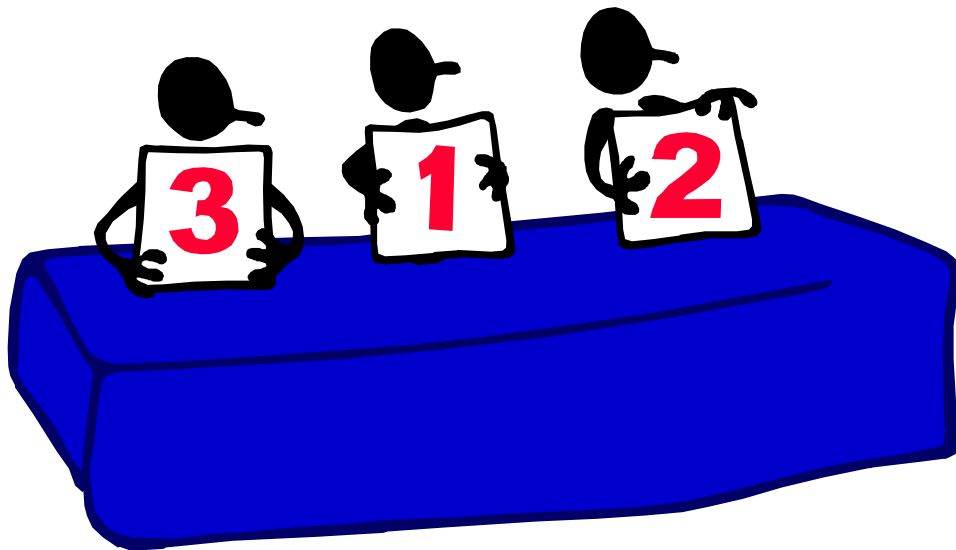
#### QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collect is impacting prescription drug abuse and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	9	10	

There are currently no medical interviews done to accurately answer this question. There are no medical facilities in Petroleum County.

# Prioritization



**Task Three:**  
**Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor**

## Prioritizing

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The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 14, 22, 25, and 29 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

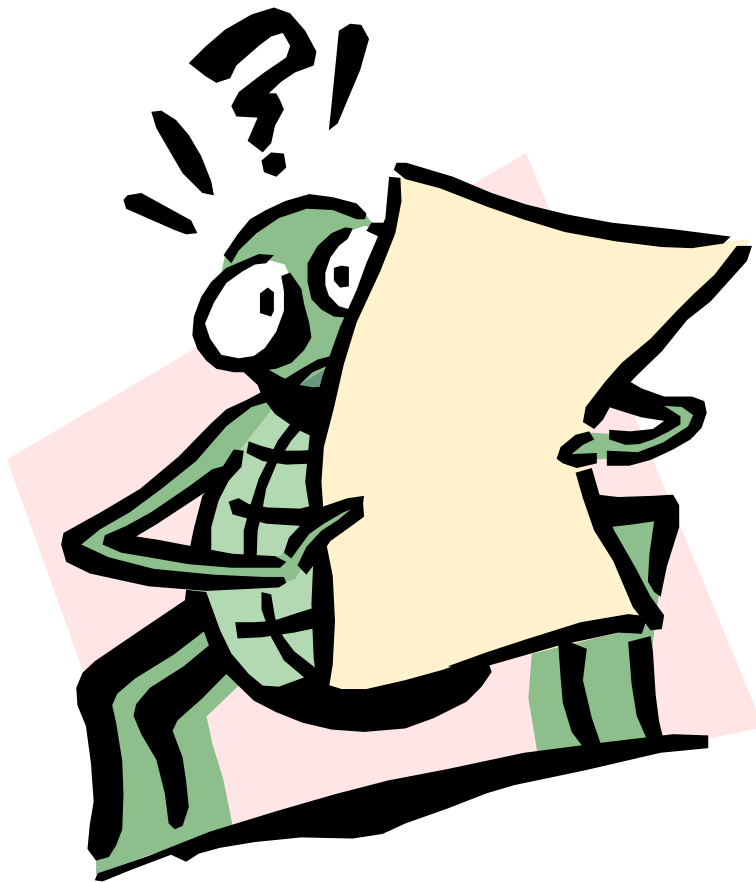
Score	Rank	Causal Area
2	5	Retail Availability
9	1	Criminal Justice
7	2	Social Availability
6	3	Promotion
4	4	School Policies
N/A	6	Prescription Drugs

**QUESTION 42**

Provide the rationale for your rankings of the causal factors.

Criminal Justice is the biggest issue that needs to be addressed in Petroleum County. Law Enforcement needs to make sure they are patrolling known DUI areas and writing alcohol related citations if crimes are happening. Social Availability was next because it plays a part in how youth are getting their alcohol. I ranked promotion third because I felt it wasn't as impactful as the others in contributing to alcohol related crimes. Media advertising does not play a large of a role in a county of 500 people as it would in a larger community. School Policies are ranked fourth because the school policies that are in place need to be enforced before any community laws and norms are changed. Retail Availability is ranked fifth because it doesn't play a huge role in the community as there are only two alcohol establishments. There is not enough accurate information available to rank prescription drug abuse as a casual area at thus time.

# Final Question



**Task Five:**  
**Determine What Combination of Causal Areas**  
**Your Community should Target**

## **Your Final Conclusions**

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's SPF SIG Strategic Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

### **Final Needs Assessment Question**

#### **QUESTION 43**

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Criminal Justice and Social Availability. These are the greatest areas of concern for Petroleum County. If officers are not writing DUIs when statistics show youth and adults are drinking and driving, this a huge issue. Social Availability needs to be worked on as this is most likely how youth are getting their alcohol which contributes to the high number of students abusing alcohol.